

**Application No: 09/497,773**

**In the Claims:**

**Claims 1-15 (Canceled)**

**16. (Previously Presented) A method of offering a plurality of interrelated products through a plurality of interrelated websites, the method comprising:**

**establishing a first website having a first website domain name, the first website domain name including a first second-level domain name portion formed from a common name portion, a first product name portion, and a top-level domain portion, the first product name portion identifying a first product of the plurality of interrelated products offered for sale via the first website, the first product offered as part of a product family, the first website accessible via an electronic communications network;**

**establishing a second website having a second website domain name, the second website domain name including a second second-level domain name portion formed from the common name portion, a second product name portion, and the top-level domain portion, the second product name portion identifying a second product of the plurality of interrelated products offered for sale via the second website wherein the second product is related to the first product, the second website separately accessible via the electronic communications network; and**

**creating a website direct link between the first website and the second website, such that a user visiting the first website can move to the second website by selecting the direct link.**

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**17. (Previously Presented) The method of claim 16, further comprising:**

**establishing a third website having a third website domain name, the third website domain name including a third second-level domain name portion formed from the common name portion, a third product name portion, and the top-level domain portion, the third product name portion identifying a third product of the plurality of interrelated products offered for sale via the third website wherein the third product is related to the first product and is related to the second product, the third website is separately accessible via the electronic communications network; and**

**wherein the first website includes the direct link to the second website and includes a second direct link to the third website, the second website includes a third direct link to the first website and fourth direct link to the third website, and the third website includes a fifth direct link to the first website and a sixth direct link to the second website.**

**18. (Previously Presented) The method of claim 16, wherein a central site processes payments, verifies credit cards, confirms product orders, and queries visitors to the first website and to the second website.**

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19. (Previously Presented) A method of offering a plurality of interrelated products through a plurality of interrelated websites, the method comprising:

establishing a first website having a first website domain name, the first website domain name including a first second-level domain name portion formed from a common name portion, a first product name portion, and a top-level domain portion, the first product name portion describing a first product of the plurality of interrelated products offered for sale via the first website, the first website accessible via an electronic communications network;

establishing a second website having a second website domain name, the second website domain name including a second second-level domain name portion formed from the common name portion, a second product name portion, and the top-level domain portion, the second product name portion describing a second product of the plurality of interrelated products offered for sale via the second website wherein the second product is related to the first product, the second website separately accessible via the electronic communications network;

establishing a third website having a third website domain name, the third website domain name including a third second-level domain name portion formed from the common name portion, a third product name portion, and the top-level domain portion, the third product name portion describing a third product of the plurality of interrelated products offered for sale via the third website wherein the third product is related to the first product and is related to the second product, and wherein the third website is separately accessible via the electronic communications network; and

wherein the first website includes a direct link to the second website and includes a second direct link to the third website, the second website includes a third direct link to the first website and a fourth direct link to the third website, and the third website includes a fifth direct link to the first website and a sixth direct link to the second website.

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20. (Previously Presented) The method of claim 19, wherein the at least one common commerce related service task includes taking electronic orders for the first product, the second product, and the third product.
21. (Previously Presented) The method of claim 19, wherein a central site includes a hotlink to each of the first website, the second website, and the third website.
22. (Previously Presented) The method of claim 19, wherein the first product, the second product, and the third product are interrelated products offered by a vendor.

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**23. (Previously Presented) A method of offering a plurality of interrelated services through a plurality of interrelated websites, the method comprising:**

**establishing a first website having a first website domain name, the first website domain name including a first second-level domain name portion formed from a common name portion, a first service name portion, and a top-level domain portion, the first service name portion describing a first service of the plurality of interrelated services identified via the first website, the first website accessible via an electronic communications network;**

**establishing a second website having a second website domain name, the second website domain name including a second second-level domain name portion formed from the common name portion, a second service name portion, and the top-level domain portion, the second service name portion describing a second service of the plurality of interrelated services identified via the second website wherein the second service is related to the first service, the second website separately accessible via the electronic communications network;**

**establishing a third website having a third website domain name, the third website domain name including a third second-level domain name portion formed from the common name portion, a third service name portion, and the top-level domain portion, the third service name portion describing a third service of the plurality of interrelated services wherein the third service is related to the first service and is related to the second service, and wherein the third website is separately accessible via the electronic communications network; and**

**wherein the first website includes a direct link to the second website and includes a second direct link to the third website, the second website includes a third direct link to the first website and a fourth direct link to the third website, and the third website includes a fifth direct link to the first website and a sixth direct link to the second website.**

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24. (Previously Presented) The method of claim 16, wherein the first website, the second website, and a central site are associated with restaurant equipment.
25. (Previously Presented) The method of claim 16, wherein the first website, the second website, and a central site are interrelated electronic vendor sites.
26. (Cancelled)
27. (Cancelled)
28. (Cancelled)
29. (Previously Presented) The method of claim 19, wherein the first website, the second website, the third website and a central site are associated with restaurant equipment.
30. (Previously Presented) The method of claim 19, wherein the first website, the second website, the third website and a central site are interrelated electronic vendor sites.
31. (Cancelled)
32. (Cancelled)
33. (Cancelled)
34. (Previously Presented) The method of claim 23, wherein the at least one common service task includes taking electronic orders for the first product, the second product, and the third product.

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35. (Previously Presented) The method of claim 23, wherein a central site includes a hotlink to each of the first website, the second website, and the third website.
36. (Previously Presented) The method of claim 23, wherein the first service, the second service, and the third service are interrelated products offered by a vendor.
37. (Previously Presented) The method of claim 23, wherein the first website, the second website, the third website and a central site are associated with restaurant equipment.
38. (Previously Presented) The method of claim 23, wherein the first website, the second website, the third website and a central site are interrelated electronic vendor sites.
39. (Cancelled)
40. (Cancelled)
41. (Cancelled)